

## Claims

What is claimed is:

- 5 1. A dentifrice composition comprising an orally acceptable vehicle having distributed therein flakes formed from a water hydratable film matrix, the matrix being comprised of a homogeneous mixture of a water soluble hydroxyalkyl cellulose polymer and a starch, and having entrained therein a constituent which functions to provide decorative, cosmetic and  
10 therapeutic effects.
2. A dentifrice according to claim 1 wherein the film flake matrix has entrained therein a decorative constituent.
- 15 3. A dentifrice according to claim 2 wherein film flake has an aesthetically pleasing shape.
4. A dentifrice according to claim 1 wherein the film flake matrix has entrained therein a cosmetic constituent.
- 20 5. A dentifrice according to claim 1 wherein the film flake matrix has entrained therein a therapeutic constituent.
6. A dentifrice according to claim 1 in which the dentifrice is a substantially clear gel and the film flake matrix contains a decorative colorant which is visible therein.
- 25 7. The dentifrice according to claim 1 in which the film flake matrix comprises from about 0.05 to about 1.0% by weight of the dentifrice.
8. The dentifrice of claim 1 wherein a decorative constituent entrained in the film flake matrix  
30 is a colorant.
9. The dentifrice of claim 1 wherein the therapeutic constituent entrained in the film flake matrix is an antibacterial agent.
- 35 10. The dentifrice of claim 1 wherein the therapeutic constituent entrained in the film flake matrix is a calcium or fluoride salt.

11. The dentifrice of claim 1 wherein the cosmetic constituent entrained in the film flake matrix is a flavorant.

5 12. The dentifrice of claim 11 wherein the flavorant is present in the film flake matrix at a concentration of about 15 to about 25 % by weight.

13. The dentifrice of claim 1 wherein the film flake matrix is a shaped two dimensional flake.